

Red carpet show

Local t-shirt company featured in gift bags at the Emmy awards

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It's a simple message, but one that a Duxbury-based company hopes will resonate — that it's OK to feel like a million bucks.

The fledgling t-shirt company's recent launch has been bolstered, in addition, by the

inclusion of their products in the "swag bags" given out by the Montage Hotel in Beverly Hills to celebrities during the Emmy awards.

The company's logo, "FLAMBUCKS," which stands for Feel Like a Million Bucks, aims to spread a

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Locally-made t-shirts featured at Emmy awards

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simple but positive message in the vein of the Life is Good shirts.

The company was started by Jim Hill of Ryan's Lane and his wife Beth. The idea, Jim Hill said, came from a conversation with his brother.

"I thought it was a great philosophy," he said.

Right now, the company is being run out of the Hill's basement.

"I've read about businesses but I've never started my own," said Hill, who works in the financial services industry. "I'm not quitting my day job right now but we're going to take a go at this."

FLAMBUCKS launched a Web site and began selling shirts over the Internet. Then, Hill made a connection with a marketing person in town who in turn had a connection with a company that fills the gift bags given to celebrities at awards shows.

"This is a very 'start from scratch' type of business," he said.

The list of celebrities who received the gift bags includes



Some local models show off the FLAMBUCKS t-shirts, which were included in swag bags given out to A-list celebrities at the recent Emmy awards. The Duxbury-based company is also selling the shirts at Sportworks.

Courtesy photo

Emmys host Jimmy Fallon, Kyra Segwick, Jennifer Love Hewitt, True Blood stars Anna Paquin and Alexander Skarsgard and a dozen or so more.

Hill said he'd be happy to see any one of the TV stars wearing his shirt.

"I guess it would take the right person who thinks that thinking positive is the right idea," he said.

The Hollywood exposure is nice, Hill said, but he knows that it will take local word of mouth if the company is to truly take off.

"You hear about stories like silly bandz, that just started by word of mouth," he said.

The shirts are being printed by local company, Rockland Athletic, and will be sold at Sportworks in Duxbury as well as the Web site. The Hills also hope to use social media like Facebook and Twitter to spread the brand.

"I'm learning as I'm going," Hill said, "but I definitely have a road map."

For more information visit flambucks.com.